

# DESTINATION DEVELOPMENT PLANNING GRANTS



Downtown Helper in Carbon County, Utah

## COMMUNITY ASSESSMENT

Be “secret shopped” by a destination expert who will visit signature attractions, restaurants, and local businesses and assess their tourism readiness. Acting as a first-time visitor, the assessor will identify strengths and weaknesses and help your community plan incremental improvements.

## STRATEGIC PLAN

Work with a strategic planning firm to identify short-, mid-, and long-term destination goals and formulate strategies to accomplish them. The process includes drafting a vision statement, identifying specific action items and time frames, and recommending key partners.

## BRANDING & MARKETING

Create or reinvigorate your tourism brand and messaging by working alongside a branding and marketing firm. Along the way you will identify your target audience, define your destination “identity,” and develop impactful messaging.

## DESTINATION DEVELOPMENT PLANNING GRANTS

The Utah Office of Tourism is pleased to announce three new cooperative planning grant opportunities. These programs will help communities create, clarify, and communicate their qualities as a visitor destination. With three grant opportunities available, communities of all sizes and experience can benefit from the professional assistance offered through the grants.

Upon successful completion of each program, UOT will continue to work with participants to encourage plan implementation, reach out to relevant stakeholders and resource providers, identify funding resources, and prepare participants for their next steps.

## ELIGIBILITY

Eligible entities include: counties, municipalities, first nations, and non-profit destination marketing organizations (DMOs).

Joint applications between two (2) or more eligible entities are accepted. In the case of joint applications, each eligible entity must comply with and meet application requirements.

For all programs except Community Assessment, entities must have completed the previous program, or a demonstrable equivalent (for example, an applicant may have commissioned a community assessment conducted outside of UOT programs).

**The application period begins January 6th, 2020 and closes February 7th, 2020.**

**FOR DETAILED INFORMATION OR TO APPLY, PLEASE VISIT**

[travel.utah.gov/opportunities/destination-development](https://travel.utah.gov/opportunities/destination-development)

**PHONE:** 801-538-1394 | **EMAIL:** [fdtimmins@utah.gov](mailto:fdtimmins@utah.gov)